

# the joy of bmx

(exploring the infinite pleasures of 20-inch cycling)







# intro

Welcome to *The Joy of BMX*. Bicycle motocross, or BMX, is bicycle racing on a dirt track. BMX—the precursor to modern “extreme” sports like freestyle and dirt jumping—has a rich history and deep roots. Today—thanks to the popularity of “extreme” sports in the mass media—BMX racing, bicycle freestyle and BMX dirt jumping enjoy a level of consumer popularity unprecedented in the sport’s 25-year history. No wonder BMX is the fastest-growing segment in the bicycle industry.

Huffy Bicycles has published this informative manual to help you become an expert on today’s rapidly growing BMX market. *The Joy of BMX* is your guide to the exciting BMX scene. In it you’ll learn the history of the sport, the anatomy of a modern BMX bike, biographies on the sport’s hottest riders, complete schedules for every major BMX event in 1998, and so much more. Enjoy!

William Smith  
Vice President, Huffy Bicycles

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Huffy took the BMX world by storm when we came out of the gate in '97. Wait'll you see what we have planned for 1998.



# the sport

**Like gymnastics, the sport of BMX comprises many disciplines. Each of these disciplines—racing, freestyle, and dirt jumping—demands different physical abilities and special bicycle technology. Participants in each discipline are skilled athletes, the best of whom earn well over \$100,000 per year in salaries and bonuses.**



**Since BMX tracks are generally short, indoor events like this are popular with racers.**



Today, there are over 400 sanctioned race tracks in the United States alone, and nearly a quarter-million licensed competitors around the planet. BMX competitors range in age from under five to riders well into their fifties.

Today's modern BMX track is a point-to-point dirt circuit approximately 1,000 feet in length. Obstacles like jumps, bumps, banked turns and rutted sections called whoop-de-doo are positioned around the course to challenge each rider's skill. Each BMX race, or moto, is an all-out sprint between as many as eight riders. An average BMX racer can win a moto in under 40 seconds. BMX racers are divided into classes by age and proficiency (novice, intermediate, expert, pro) as well as by the size of his or her bicycle. The most common BMX bike size features 20-inch wheels. BMX bikes with 24-inch wheels compete in classes reserved for these special BMX machines, called "cruisers."

## **BMX**

Organized Bicycle Motocross racing was brought to prominence by a group of teenagers in southern California in the early 1970s. By emulating the exploits of their European off-road motorcycle-racing heroes, the sport of BMX was born. By the end of that decade, BMX was America's fastest-growing youth sport. At the sport's peak, 100,000 licensed racers competed on nearly a thousand sanctioned tracks from coast to coast.

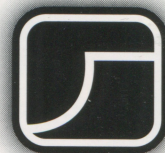


## Freestyle

By the early 1980s, many BMXers had grown tired of the structured nature of BMX racing and the intense training it demanded. These BMXers fled the dirt tracks to express their freedom and individual style on the streets. These early "freestylers" modified the moves of their skateboarding contemporaries, and the sport of freestyle was born. New disciples on the freestyle scene invented ground tricks with a vengeance. These riders became the flatland pioneers of the sport. Another faction of the freestyle fraternity built ramps and rode in skateparks. This group of thrill seekers were the earliest participants in what is called "vert" riding—flying up and out of ramps that climb vertically toward the sky.

## Dirt Jumping

It was in the dirt fields of southern California 25 years ago where BMX's founding fathers broke ground on the sport's first tracks and trails. When Huffey introduced two bicycles specially engineered to meet the needs of today's dirt jumper, the sport of BMX returned to its roots. The vacant lots populated by today's dirt jumpers look like lunar landscapes compared to BMX trails of old, but the fun and excitement that unfolds on these carefully groomed and constructed jumping spots is still the same. Today, dirt jumping is the most popular form of BMX riding among hardcore racers and freestylers alike. Dirt jumping is fun, fast-paced and free—the perfect diversion for today's teen. The best dirt jumpers possess the physical strength of top racers and the bike-handling skills of the world's most fearless vert riders. The modern dirt jumping bicycle boasts a combination of proven design and technology from both the racing and freestyle scenes.



**Artificial "streetstyle" environments like this are popular with vert ramp and flatland freestyle riders alike.**



**Dirt jumpers like Todd Lyons possess the daring of a freestyler and the strength and skill of a world-class BMX racer.**





# the consumer

## BMX Lingo

Aficionados of 20-inch cycling communicate in a language unique to the BMX scene. Some of the more colorful, sometimes cryptic words and phrases in BMX are explained below. A word of caution: This glossary is provided as a guide to persons who wish to study BMXers in their natural habitat. Lay persons are discouraged from speaking directly to BMXers in their native tongue—extreme ridicule and scorn could result.

**Bar spins**—Similar to a bus driver, except both hands come off the handlebars. "That double bar spin tangled Todd's cables so badly his brakes were locked when he landed."

**Bus driver**—A jumping trick in which the handlebars are turned 360 degrees with at least one hand on the grips for the entire maneuver. "After BMX, Scott Toth will always have a career as a bus driver."

**Berm**—A banked turn on a BMX course or dirt trail.

**Box jump**—A popular obstacle on street courses consisting of a single mini ramp transition, an 8-foot by 8-foot deck, and a wedge ramp. Riders hit the transition, fly over the deck and return to earth by landing on the wedge ramp.

(BMX Lingo cont. on p. 10)

**There are three kinds of BMX consumers: racers, freestylers, and dirt jumpers. All three consumer factions are as different as the bikes they ride. BMX racing demands discipline and a dedication to training in order to excel. Freestyle, on the other hand, taxes a riders creativity and style. Despite these differences, demographics prove that there are many similarities in the three consumer categories.**

### Sex of participants:

Boys	99%
Girls	1%

### Average age of consumer (by magazine title):

Ride	17
Snap	16
BMX Plus!	14

### Median consumer age (all magazine titles):

14.3 years

### Average household income (three-book average):

\$42,500

### Design of current bike:

BMX	73%
Freestyle	27%

### BMX classes defined:

The least experienced rider on the BMX food chain is called a beginner. Depending on the rules for advancement at their each local track, beginners are forced into the novice class after competing in five to seven races. BMXers earn points every time they race. The more points a rider earns, the more quickly he or she will move up to a more advanced skill level or class. The class above novice is intermediate. The most advanced class in the amateur ranks in expert.

After an expert turns 18, he may apply for a pro license. There are two levels of pro in BMX: Superclass and A or AA ("double A.") As in amateur racing, a Superclass pro must earn a set number of points before he can move up to the more lucrative AA class.



## Target price range of next bicycle planning to buy:

\$210.00 - 300.00

## Percentage of BMX consumers aged 20+ years

(by magazine title):

Ride	22%
Snap	19%
BMX Plus!	9%

## Favorite forms of riding:

	BMX Plus!	Ride	Snap
Trails & Dirt Jumping	—	71%	79%
BMX practicing	71%	—	50%
Ramps	—	66%	40%
Racing	—	28%	57%
Flatland or freestyle	47%	35%	26%



The Wildman, fully X'ed up. Sick? Perhaps. Rad? Definitely.

## TOP REASONS FOR BUYING CURRENT BICYCLE:

	Ride	BMX Plus!	Snap
<b>Strength</b>	#1	—	#1
<b>Weight</b>	—	—	#2
<b>Price</b>	#3	#2	#3
<b>Reputation</b>	#4	#1	#4
<b>Appearance</b>	#5	—	#6
<b>Geometry/Handling</b>	#2	—	#5
<b>Shop's advice</b>	#8	#5	#7
<b>Friend's advice</b>	#6	#3	#8
<b>Team riders/results</b>	#7	#6	—
<b>Editorial</b>	—	#4	—



# the bikes



*The Wildman,  
crossed up and hauling.*

It takes more than 20-inch wheels and a rugged frame to make a modern BMX machine. Today's serious BMXer subjects his bicycle to abuse unimaginable five years ago. As a result, today's BMX bikes bristle with advanced features and high technology. In terms of both their design and construction, today's Huffy BMX bicycles are state of the art.

## bmx

- 
- Aircraft-grade materials like 4130 chrome-moly and 7000-series aluminum reduce frame weight
  - Large-diameter tubing, carefully crafted frame joints and external gussets increase durability in high-stress areas on the frame
  - Oversized 1-1/8" headsets on better BMX bikes inspired by mountain bike technology
  - Knobby tires provide traction at high lean angles in dusty, banked turns
  - Colorful paint schemes are inspired by motocross graphics and technology
  - Smooth-rolling bearings with sealed mechanisms reduce friction for faster acceleration
  - Extra-thick dropouts minimize flex to improve stability on the starting gate
  - More advanced models feature integrated axle alignment mechanisms to eliminate chance of wheel slip under heavy pedaling forces



# freestyle

• Truck-like in their durability, freestyle frame configurations improve strength and handling for aggressive maneuvering

• Axle pegs provide standing room for flatland tricks.

• Lowered crossbar facilitates broader range of tricks

• SST Oryg rotor mechanism allows 360 degrees of handlebar rotation for spinning tricks. Front brake cable passes through fork steer tube for same benefit

• Powerful front and rear brakes are essential for all levels of riding

• Lateral wheel strength increased by use of 48 spokes and high-flange hubs

• Thick, high-pressure tires improve traction as well as protect rims during aborted stunts

• Thick CogSaver™ dropouts are engineered to protect hub flanges and drivetrain components during peg grinds

• Advanced models feature oversized axles to reduce bending and breakage during aggressive tricks

# dirt jumping

• Geometry and handling characteristics are similar to modern BMX machines

• Axle pegs on dirt jumping bikes for novice freestyle tricks and advanced street moves like peg grinds

• Machined head tube is thicker on ends to eliminate flaring after repeated harsh landings

• Double-pierced top tube wraps around seat mast and head tube to increase frame strength in these high-stress areas

• Oversized axles and 48-spoke wheels resist bending from aborted aerial maneuvers

• Thick, smooth-rolling tires deliver ample off-road traction without creating ruts in soft dirt trails

• Powerful U-brakes provide excellent stopping power for street riding

• Big tubes and heavy-duty materials mimic freestyle frame technology



# bmx organizations

*(BMX Lingo cont. from p. 6)*

**Coping**—A metal pipe approximately 2-1/2 inches in diameter between the deck and transition of a ramp. Coping protects the edge of the ramp and provides a place for riders to perform peg grinds and other lip tricks.

**Deck**—the area on top of a vert or mini ramp where riders rest between runs. Also the place where ramp riders perform "lip tricks."

**Doubles**—Two consecutive dirt jumps close enough to each other that a rider can jump off one and land on the back side of the second.

**Dreadlocks**—Matted, sometimes dirty hairstyle favored by Rastafarians, 1980s hip-hop artists The Jungle Brothers, and Team Huff pro Todd Lyons. "Chicks dig The Wildman's dreadlocks—they make him look crazy!"

**Flatbottom**—the space between two vert or mini ramps parallel to the ground.

**Holeshot**—To beat all other riders out of the starting gate in a BMX race. "Stumpy holeshot the entire double-A pack to the first turn and never looked back."

*(BMX Lingo cont. on p. 14)*

**BMX racing is organized by two governing bodies in the US: National Bicycle League (NBL) and the American Bicycle Association (ABA). Both organizations tabulate rider points earned at racing events, promote competitions on American soil, award cash and prizes to top finishers in key classes, and most importantly, secure sponsorship and media coverage for the their respective events.**

## **NBL**

The National Bicycle League is the only American BMX organization affiliated with the U.S. Olympic Committee through the U.S. Cycling Federation. The NBL is America's oldest non-profit sanctioning body, having hosted its first event in 1974. The NBL's 35,000 members compete locally at approximately 300 tracks from coast to coast. The bulk of the NBL's membership lives east of the Rockies.

In 1998, Huff will sponsor the sport's richest national race series, the NBL's Huff Road To Glory. Last year alone, Huff Road To Glory events were seen by over 50 million ESPN viewers nationwide, making it the most widely televised racing series in the 27-year history of the sport. By 1999, Huff will have invested over \$500,000 in prize money, sponsorship and television fees for the sport of BMX. No other BMX company has made a greater contribution to the sport during the same number of racing seasons.

## **ABA**

The American Bicycle Association is a privately owned organization with 65,000 members nationwide. There are nearly 400 ABA-sanctioned community race tracks, with the majority of these facilities located in the western United States. Nineteen ninety-eight marks the twenty-second season the ABA will host a national racing series. Last year, 36,498 riders competed at 53 ABA nationals in 27 cities across the US.

## **Bicycle Stunt Series**

According to 1997 Nielsen ratings, bicycle freestyle and dirt jumping were the most popular events at the ESPN X Games last year. ESPN will televise the entire Bicycle Stunt Series again in 1998. These events will feature premier riders from every faction of the freestyle scene: vertical, flatland, dirt jumping, and street.



# schedule of events

## 1998 NBL Race Schedule

DATE	NAME	LOCATION
December 26-29, 1997	<b>HUFFY ROAD TO GLORY CHRISTMAS CLASSIC</b>	Columbus, OH
February 7-8	Daytona Speedway National	Daytona, FL
February 21-22	Golden State National	Riverside, CA
March 7-8	Magnolia National	Memphis, TN
March 21-22	Sea Otter Classic	Monterey, CA
April 4-5	Gator National	West Palm Beach, FL
April 11-12	<b>HUFFY ROAD TO GLORY EASTER CLASSIC</b>	Orlando, FL
April 25-26	Earthquake National	Reedley, CA
May 9-10	TBA	TBA
May 23-24	Great Lakes National	Pontiac, MI
June 13-14	Cajun Classic	Baton Rouge, LA
June 21-22	<b>HUFFY ROAD TO GLORY PRimm BMX CLASSIC</b>	Las Vegas, NV
June 27-28	TBA	TBA
July 4-5	<b>HUFFY ROAD TO GLORY STARS 'N STRIPES NATIONAL</b>	Pittsburgh, PA
July 11-12	Tarheel National	Clemmons, NC
August 1-2	Rocky Mountain National	Longmont, CO
August 8-9	TBA	TBA
August 22-23	Constitution Classic IV	Trumbull, CT
September 5-6	<b>HUFFY ROAD TO GLORY NBL GRAND NATIONAL</b>	Louisville, KY



**Huffy is the title sponsor of the richest, most widely televised series of national racing events in BMX. Last year alone, over 50 million ESPN and ESPN2 viewers tuned into the Huffy Road To Glory.**

## 1998 ABA Race Schedule

DATE	NAME	LOCATION
January 23-25	Ozark Nationals	Pine Bluff, AR
February 13-15	Mid-America Nationals	Wichita, KS
February 27-March 1	Great Northwest Nationals	Washington
March 13-15	Winter Nationals	Phoenix, AZ
March 27-29	Lone Star Nationals	Houston, TX
April 3-5	US Nationals	Bakersfield, CA
April 24-26	Dixieland Nationals	Atlanta, GA
May 8-10	Southwest Nationals	El Paso, TX
May 15-17	East Coast Nationals	Charlotte, NC
May 22-24	Spring Nationals	northern California
June 5-7	Great Salt Lake Nationals	Salt Lake City, UT
June 12-14	Mile High Nationals	Colorado
June 18-21	World Cup	Rockford, IL
June 26-28	Buckeye Nationals	Toledo, OH
July 11-12	Quaker State Nationals	Philadelphia, PA
July 17-19	Southern California Nationals	TBA
July 24-26	Land O' Lakes Nationals	Minnesota
August 7-9	Summer Nationals	Idaho
August 14-16	Empire Nationals	New York
September 4-6	Black Jack Nationals	Reno, NV
September 11-13	Gold Cup East	Pennsylvania
September 18-20	Gold Cup Central	Missouri
September 25-27	Gold Cup West	Reno, NV
October 9-10	Super Nationals	Dallas, TX
October 30-November 1	Fall Nationals	southern California
November 27-29	ABA Grand Nationals	Oklahoma

## 1998 Bicycle Stunt Series Schedule

DATE	NAME	LOCATION
April 17-19	Bicycle Stunt Series/X Game Trials	St. Petersburg, FL
May 8-10	Bicycle Stunt Series/X Game Trials	TBA
May 15-16	Vert Ramp Challenge	Richmond, VA
June 19-27	ESPN X Games	San Diego, CA
July 24-26	Bicycle Stunt Series	TBA
August 28-30	Bicycle Stunt Series	TBA



# the huffy bmx team



Talented, celebrated and professional, the members of Team Huffy are highly respected individuals on the BMX scene. Though only in their early- to mid-20s, the five men on Team Huffy can boast nearly 60 years of riding experience, collectively. In addition to representing Huffy at competitions and special events throughout the world, Team Huffy plays a vital role in the testing and developing new Huffy BMX bicycles and accessories.



Stumpy

## **Randy Stumpfhauser**

**Age:** 20

**Nickname:** Stumpy

### **Classification:**

Cruiser and 20-inch  
BMX racing professional

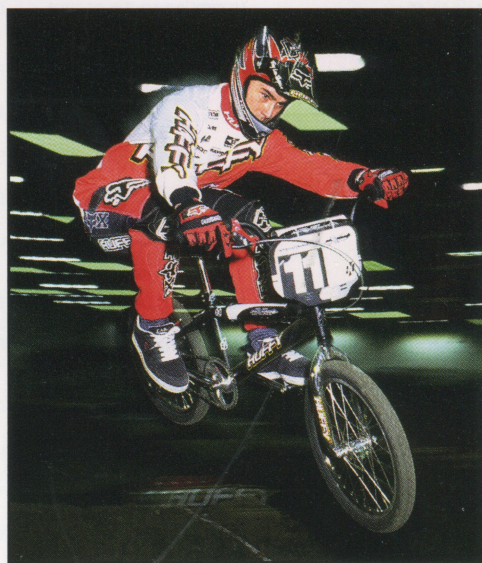
**Home:** Fresno, CA

### **Career finishes:**

- 1993—16 Expert national #1
- 1994—17 Expert national #1
- 1996—NBL National #5 Pro
- 1996—ABA National #7 Pro
- 1996—IBMXF World #2 Pro
- 1997—injured early in season

### **1997 top finishes:**

- 1st place—Columbus, OH
- 1st place—Reno, NV
- 1st place—Pine Bluff, AR
- 2nd place—Pine Bluff, AR
- 2nd place—Phoenix, AZ



## **Brian Schmith**

**Age:** 24

**Classification:** Cruiser and 20-inch BMX racing professional

**Home:** Lancaster, CA

### **Career finishes:**

- 1996—National #2 Pro Cruiser
- 1996—National #4 Pro Cruiser
- 1996—National #2 Pro

### **1997 top finishes:**

- 1st place—Indianapolis, IN
- 2nd place—Las Cruces, NM
- 2nd place—Santa Barbara, CA
- 1st place—Las Vegas, NV
- 2nd place—Las Vegas, NV



**Todd Lyons**

**Age:** 25

**Nickname:** The Wildman

**Classification:** BMX racing, dirt jumping and freestyle professional

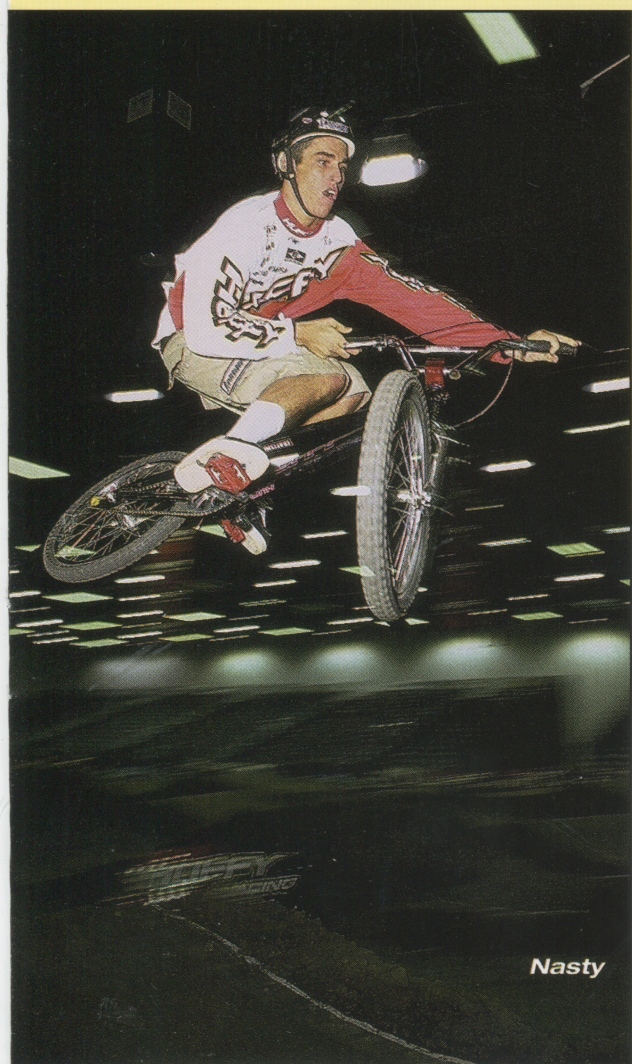
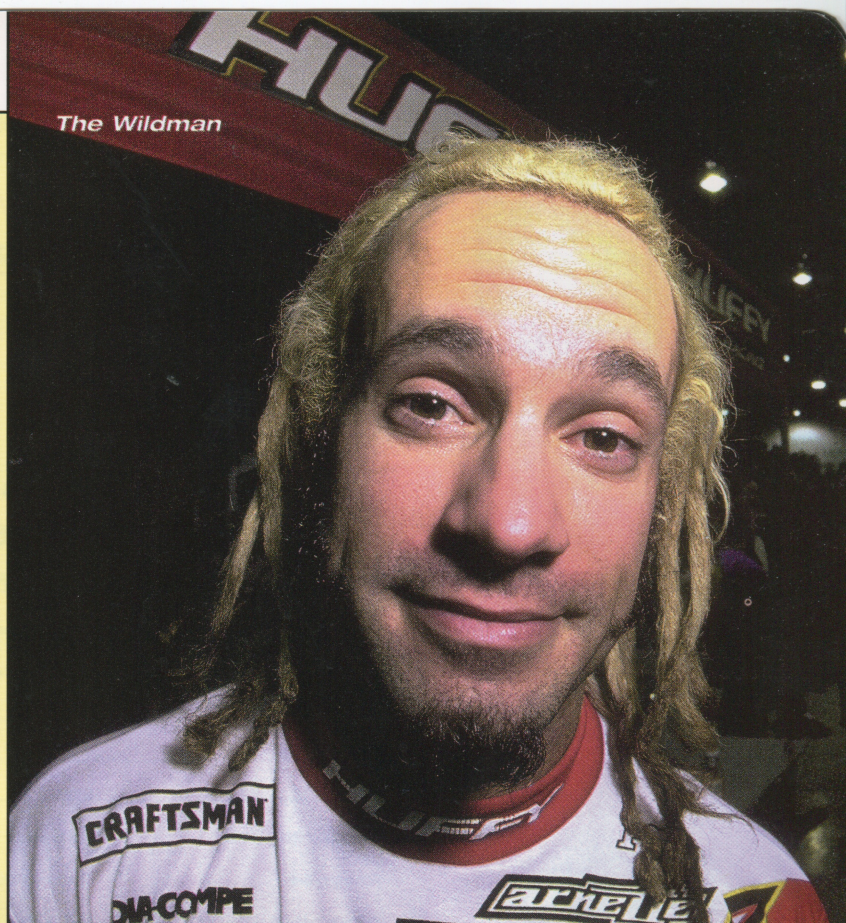
**Home:** Huntington Beach, CA

**Career finishes:**

- 3-time IBMXF World Champion
- 2-time European Jumping Champion
- 1996—World Jumping Champion
- 1996—1st place, Pro Cruiser—Louisville, KY

**1997 top finishes:**

- 1st place—Reno, NV
- 2nd place—Columbus, OH
- 4th place—Las Vegas, NV
- 4th place—Canada
- 10th place, X Games—San Diego, CA



**Scott Toth**

**Age:** 27

**Classification:** Huffy BMX Team Manager; 24+ Expert racer

**Home:** Huntington Beach, CA

**1997 top finishes:**

- 1st place—Las Vegas, NV
- 1st place—Las Vegas, NV

**Cory Nastazio**

**Age:** 19

**Nickname:** Nasty

**Classification:** Dirt jumper

**Home:** West Palm Beach, FL

**Career finishes:**

- 1997—National #3 Dirt jumping

**1997 top finishes:**

- 1st place—Dirt Circuit Comp, Florida
- 3rd place—Pro Street riding, Florida



# the huffy race rig schedule

(BMX Lingo cont. from p. 10)

**Lip**—The uppermost portion of a dirt jump, vert, or mini ramp. A properly designed lip provides additional lift into the air when the rider hits it.

**Main**—The final group of eight qualified riders in any single class. Depending on the size of the class, making the main is a victory in itself.

**Mini ramp**—Any ramp whose transitions end at some point below vertical. Gravitational forces in a mini ramp tend to send riders flying over the deck.

**Moto**—One group of eight riders maximum. Depending on the total number of entrants, there can be many motos in a given class. If more than eight riders are entered in a single class, the total is split into motos of roughly equal size. The top four finishers from each moto advance to the qualifying rounds.

(BMX Lingo cont. on p. 15)

**Team Huffy travels to selected competitions and special events in a state-of-the-art race rig. Stored in the plush confines of this custom 40-foot trailer is a generous supply of free posters, stickers and t-shirts for the fans who visit Team Huffy at these events.**

DATE	EVENT	LOCATION
December 26-29, 1997	<b>Huffy Road To Glory Christmas Classic</b>	Columbus, OH
February 6-9	Consumer Supershow	Atlanta, GA
February 21-22	NBL Golden State National	Riverside, CA
March 13-15	ABA Winter Nationals	Phoenix, AZ
March 21-22	NBL Sea Otter Classic	Monterey, CA
April 11-12	<b>Huffy Road To Glory Easter Classic</b>	Orlando, CA
April 25-26	NBL Earthquake National	California
May 8-10	LA Cycling Consumer Exhibition	Los Angeles, CA
May 22-24	ABA Spring Nationals	northern CA
June 12-14	ABA Mile High Nationals	Colorado
June 21-22	<b>Huffy Road To Glory Primm Classic</b>	Las Vegas, NV
July 4-5	<b>Huffy Road To Glory Stars 'n Stripes National</b>	Pittsburgh, PA
August 14-15	ABA Empire Nationals	New York
September 4-6	<b>Huffy Road To Glory NBL Grand National</b>	Louisville, KY
October 30-31	ABA Fall Nationals	California
November 26-29	ABA Grands XXI	Oklahoma City, OK

**Last year, Huffy Team Manager Scott Toth logged over 40,000 miles in the Huffy race rig. Keep on trucking.**



# the bmx media

Three glossy consumer publications and two monthly BMX racing newsletters are published in the United States. The age range for combined readership of all five publications is 5 to 50. Each magazine, however, caters to a distinct faction of the BMX audience.

## **BMX Plus!**

### **Paid circulation:**

71,000 copies per issue

### **Issues per year:** 12

### **Target audience:** 8 to 15 years

**Editorial focus:** *BMX Plus!* caters to all factions of the sport. First-time riders from all disciplines may find this magazine's features and how-to articles informative and entertaining, but older, more seasoned riders are better served by other publications.

## **Snap**

### **Paid circulation:**

40,000 copies per issue

### **Issues per year:** 9

### **Target audience:** 14 to 25 years

**Editorial focus:** *Snap* is written by, for, and about hard-core BMX racers. With no black and white photography to speak of, it is the slickest of the three glossy titles. *Snap's* editorial style is casual yet informative, with a hint of insider's perspective that makes it popular with seasoned BMX experts and professionals.

## **Ride**

### **Paid circulation:**

30,000 copies per issue

### **Issues per year:** 6

### **Target audience:** 15 to 25 years

**Editorial focus:** The edgiest of all BMX titles, *Ride* speaks to freestylers and dirt jumpers in a language uninitiated participants may find difficult to understand. Raw, hip and inside, *Ride* covers not only the riders, events and equipment, but also the music and lifestyle of the freestyle scene.

## **BMX Today**

### **Paid circulation:**

45,000 copies per issue

### **Issues per year:** 11

### **Target audience:** 5 to 50 years

**Editorial focus:** *BMX Today* is the official magazine of the National Bicycle League. It is sent free to every member of the NBL in the US and Canada. Rider points standings, race schedules and regional race reports make the bulk of *BMX Today's* editorial content.

## **The BMXer**

### **Paid circulation:**

65,000 copies per issue

### **Issues per year:** 11

### **Target audience:** 5 to 50 years

**Editorial focus:** Editorial content of *The BMXer* is identical to *BMX Today*, except that this publication caters to the ABA race scene.

(*BMX Lingo* cont. from p. 14)

**Quarters**—At most races, the first round of qualifiers after the motos. A maximum of 32 riders transfer from the motos to the quarters, with the top four riders in each quarter moving to the semis.

**Rhythm section**—A straight section on a BMX course or dirt trails featuring doubles, triples and rollers in any combination of spacing and order. Rhythm sections test a rider's ability to maintain a steady pace between obstacles.

**Roller**—A low dirt jump with a shallow approach angle and no lip. Riders generally pedal over rollers with the front wheel in the air. This is called "speed jumping."

**Semis**—The final round of qualifiers before the main event. Sixteen riders compete in two semis, with the top four riders from each semi transferring to the main event.

**Sick**—Extremely good to exceptional, as in, "Nasty's no-footed bar spin 360 to X-up was sick!"

**Six-pack**—Three consecutive doubles positioned so that a rider can clear them in sets of two. Also, a popular refreshment among BMXers.

**Sketchy**—Slightly out of control or questionable, as in, "Scott looked sketchy going over those doubles, but his lead was so big it didn't matter."

(*BMX Lingo* cont. on p. 18)



# huffy bmx advertising

**BMX consumers are sophisticated, knowledgeable and intelligent. Their hunger for BMX-related news and information is nearly insatiable. Not surprisingly, print advertising in key consumer periodicals is the most effective way to build awareness and demand for any new BMX brand. Last year, Huffy rolled out one of the most aggressive and wildly successful consumer advertising campaigns in the company's history.**

## **Image Advertising**

As readership surveys show, the purchasing process for many BMX consumers is influenced by the reputation of a given brand. Huffy fortified the reputation of its BMX brand last year by leveraging the personalities and exploits of its flamboyant team riders. These edgy full-color spreads featured Team Huffy professionals destroying non-BMX bikes in a variety of outlandish fashions. Cleverly, covertly, these image ads made a bold statement about the company's position in the market: Huffy is serious about BMX.

## **Product Advertising**

According to consumers, a BMX bike's lightness, strength, handling and price weigh heavily in the purchasing process. Print advertisements for select models in the 1998 Huffy BMX line have been created to illustrate Huffy's superiority in these areas and to explain each model's benefits to the end user.

## **Rider Advertising**

Hero emulation is another powerful motivating force in the BMX market—especially among 6 to 12 year-old buyers. To show consumers that Huffy BMX products actually deliver serious performance, colorful ads featuring big, bold photo sequences of Team Huffy riders in action will run concurrently with product advertising during peak selling seasons.

*Huffy shattered every rule in the BMX book when the Annihilator series of image ads broke last year. Expect even bigger things in '98.*



## Making a Big Impression

Ninety-four total pages of advertising will be published in six consumer periodicals throughout the year, making Huffy the largest advertiser among any single BMX brand. Nearly two million consumers will be exposed to Huffy BMX print advertising in 1998.

magazine	monthly circulation	insertions per year	total readership
BMX Plus!	71,000	12	852,000
Snap	40,000	19	360,000
Ride	30,000	6	180,000
BMX Today	45,000	11	495,000
BMX Plus! Buyer's Guide	25,000	1	25,000

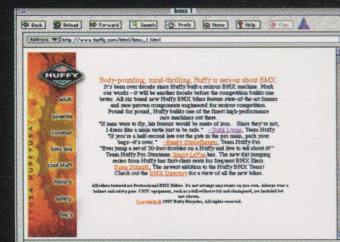
**Grand Total= 1,914,000**

## Television Advertising

Huffy raised the stakes in BMX advertising last year when they rolled out their "Serious About BMX" TV commercial to the mass market. This action-packed 30-second spot aired twice during every hour of Huffy Road To Glory programming on both ESPN and ESPN2 cable sports networks. In addition to this commercial, all five one-hour Huffy Road episodes featured two-minute sidebars on Team Huffy riders. Over 50,000,000 viewers tuned into these programs last year alone, making the Huffy Road To Glory the most widely televised BMX racing series in the history of the sport. In 1998, Huffy will roll out three aggressive new TV commercials to a hungry television audience.

## 1998 HUFFY ADVERTISING CALENDAR

	JAN.	FEB.	MAR.	APR.	MAY.	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
<b>BMX +</b>	2 pg.	2 pg.	2 pg.	2 pg.	2 pg.	2 pg.	2 pg.	2 pg.	16 pg.	2 pg.	2 pg.	2 pg.
<b>Snap</b>	2 pg.		2 pg.		2 pg.	2 pg.	2 pg.	2 pg.	2 pg.	2 pg.		2 pg.
<b>Ride</b>		2 pg.		2 pg.		2 pg.		2 pg.		2 pg.		2 pg.
<b>NBL</b>	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.	1 pg.
<b>BMX + (Buyer's Guide)</b>												2 pg.
<b>ESPN/ESPN2</b>	5 events x 3 networks x 2 airings per event x 2 commercials per airing= 40 minutes											



## The Huffy Web Site

Cybersurfers can catch the Huffy BMX wave at [www.Huffy.com](http://www.Huffy.com). The Huffy web site features Team Huffy race schedules, rider biographies, race results, and technical specifications for the entire Huffy BMX, freestyle and dirt jumping line. More news and technical information about the BMX scene can be found on the internet at the following addresses...

## Web Site Addresses

Huffy Bicycles—[www.huffy.com](http://www.huffy.com)

## Huffy Co-sponsors

Shimano—[www.shimano.com](http://www.shimano.com)

Tioga—[tiogasteve@aol.com](mailto:tiogasteve@aol.com)

Fox—[www.foxracing.com](http://www.foxracing.com)

Mavic—[stanprman@aol.com](mailto:stanprman@aol.com)

## BMX media

Ride—[www.ride.bmx mag.com](http://www.ride.bmx mag.com)

Snap—[www.snap.bmx mag.com](http://www.snap.bmx mag.com)

NBL—[www.nbl.org](http://www.nbl.org)



(BMX Lingo cont. from p. 15)

**Transition**—The curved surface of a vert or mini ramp. The portion of the ramp that connects the deck with the flatbottom.

**Triples**—Three consecutive dirt jumps close enough in distance that a rider can launch off the first one and land on the back side of the third.

**Turnbar**—Any handlebar turn short of a full X-up in either direction. "Did you see Nasty bust that turnbar? Sick."

**Vert ramp**—Any ramp with a transition surface perpendicular to the ground. Most vert ramps have between one and three feet of vertical surface below the coping. A ramp with too much vert will send a rider falling onto flatbottom.

**Wedge ramp**—An angled surface generally found in artificial freestyle environments called "street courses."

**X-up**—Turning the handlebars 180 degrees from forward, so that the rider's elbows form an "X" across his torso. "If Cory was any more Xed-up, he would have snapped his funny bone."

**360**—As in 360 degrees, or one complete rotation of rider and bike during a jumping or ramp-riding maneuver. One-and-one-half spins is a 540, two spins is a 720, and so on. "Any girl can do a 360. I say try a 900, punk."

# who's who in bmx

**The following businesses, individuals and organizations are dedicated to keeping the big BMX machine running at full speed. If you have comments or questions about anything in the world of BMX, don't hesitate to call.**

## **Huffy Bicycles**

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225 Byers Rd.  
Miamisburg, OH 45342  
phone (937) 866-6251  
fax (937) 865-2811  
Huffy Director of BMX—Rich Vitiello  
Huffy Public Relations—Ms. Robin Moore  
Huffy Sales Manager—Mark Laipple  
Huffy BMX Team Manager—Scott Toth

## **System Cycle**

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(official Huffy BMX distributor to independent bicycle dealers in North America)  
201 Shotwell Dr.  
Franklin, OH 45005  
phone (513) 746-9075  
fax (513) 746-9148  
Vice President—Bill Danishek

## **Ride & Snap magazines**

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1530 Brookhollow Drive, Suite A  
Santa Ana, CA 92705  
phone (714) 979-7688  
fax (714) 979-0514  
Publisher—Brad McDonald  
Editor, Snap—Keith Mulligan  
Editor, Ride—Ike Taylor

## **BMX Plus! magazine**

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25233 Anza Dr.  
Valencia, CA 91355  
phone (805) 295-910  
fax (805) 295-1278  
Editor—Mike Daily  
Associate Editor—Mark Losey  
Advertising Director—Mark Thomas

## **National Bicycle League/ BMX Today magazine**

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3597 Brown Park Dr., Suite D  
Hilliard, OH 43026  
phone (614) 777-1625  
fax (614) 777-1680  
Executive Director—Bob Tedesco  
Editor, BMX Today—Jill Geiger









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